

Transit Oriented Development

Ed Eyerman – V.P. Sales and Marketing

- Introduction
- Holly Street Village Apartments – Old Pasadena Gold Line
- Westgate Pasadena Apartments and Condominiums
- Transit Oriented Developments and LEED or Green Building
- Where are we looking to build?
- Who are we marketing to?

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Holly Street Village Apartments



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Westgate Pasadena Apartments and Condos



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TOD's and Green/LEED

Westgate Pasadena - Walking Distance



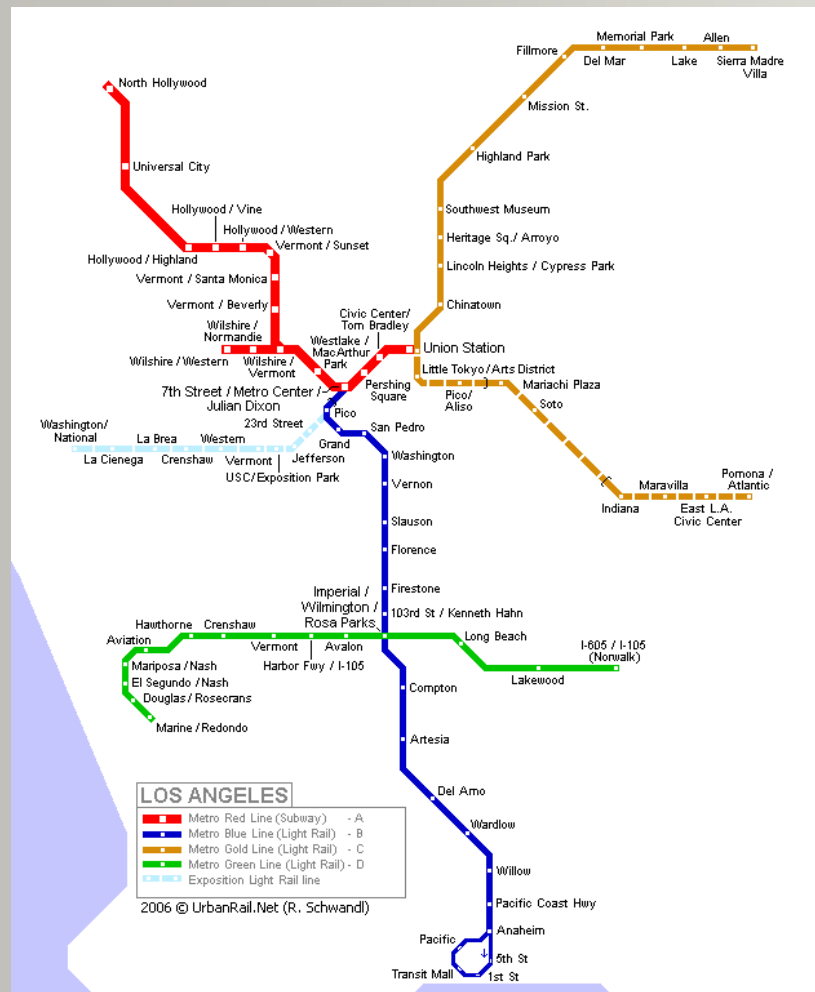
4 banks
2 bakeries
20+ clothing retailers
2 dry cleaners
2 gyms
2 grocery stores
10+ hair salons
3 mail centers
2 pet groomers
2 video stores

And well over 100 dining establishments

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Where are we looking to build?



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Who are we renting/selling to?


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Americans discover charms of living near mass transit

By Jenn Riser, USA TODAY

LOS ANGELES — The last thing Alton Thatcher wanted was to jump from the frying pan into the fire, from the noxious of Washington, D.C., traffic to an even more gut-churning commute here. So Thatcher found an apartment in Pasadena next to a light-rail station. He leaves his building, strolls onto a train and walks into his downtown L.A. office 40 minutes later.



Alton Thatcher, who lives in an apartment above a transit station in Pasadena, Calif., heads home.

Risa Rhee, Jr., USA TODAY

"It's a bit longer than driving but stress-free and cheaper — parking costs \$200 a month, but his firm reimburses for rail fares. Thatcher and his wife, Tiffany, stroll two blocks to one of the region's trendiest shopping and entertainment districts — Old Pasadena's Colorado Boulevard.

"We hated the commute in D.C. It was awful," says Thatcher, 29, a lawyer with Procter&Kings. "Now I get on the train and read the paper or do some work. From what I understand, all around here is just a miserable commute."

He's got more right. Greater Los Angeles has some of the nation's nastiest congestion. Traffic on the Pasadena Freeway — Thatcher's route if he drives — crawls at rush hour. The future looks worse because the region can't add freeway capacity fast enough to handle 6.3 million new residents expected by 2030, experts say.

But Thatcher and many others are surprised to learn that driving is no longer the only option here. Since the 1980s, Los Angeles has quietly built a mass-transit network — subway, commuter rail, light rail, rapid bus — that's slowly taking strain off roads. Development around that network is taking off. New housing near transit hubs is in sharp demand by commuters like Thatcher.

Shifting housing demographics are sparking interest around the USA in development near transit. According to a study for the Federal Transit Administration released last month, city living draws singles, aging baby boomers, minorities and young couples more than suburban families with kids. And those groups are growing faster than suburbanites.

"Suburbs want to remake themselves around transit to capture that demographic, and urban communities are suddenly becoming desirable again," says Frank Dittmar, the study's author and president of Reconnecting America, a non-profit group focused on transportation and community issues.

Los Angeles isn't alone. The study predicted that by 2025 nearly 15 million U.S. households will want to rent or buy near transit, double today's number. Demand will be highest in regions that have extensive systems — New York City, Boston, Chicago — and those with large growing systems like Los Angeles.

But many other cities are converts. Portland, Ore., has been a leader in creating density around transit. San Diego is investing heavily next to rail. Denver's downtown redevelopment focuses on transit. The Miami regional transit agency's new

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